FIRST FINANCIAL BANCORP /OH/ Form 8-K April 28, 2011 SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): April 27, 2011

FIRST FINANCIAL BANCORP.

(Exact name of registrant as specified in its charter)

Ohio 0-12379 31-1042001
(State or other jurisdiction of incorporation) (Commission File Number) (IRS Employer Identification No.)

201 East Fourth Street, Suite
1900 45202
Cincinnati, Ohio
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (877) 322-9530

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Form 8-K First Financial Bancorp.

Item 2.02 Results of Operations and Financial Condition.

On April 27, 2011, First Financial Bancorp. issued its earnings press release that included the results of operations and financial condition for the first quarter of 2011. A copy of the earnings press release is attached as Exhibit 99.1.

The earnings press release includes some non-GAAP financial measures. The first non-GAAP financial measure, Net interest margin (fully tax equivalent), appears in the table entitled "Consolidated Financial Highlights" under the section "Key Financial Ratios." It also appears in the two tables entitled "Consolidated Quarterly Statements of Income", as well as the "Consolidated Statements of Income" under "Additional Data". The second non-GAAP measure appears in the tables entitled "Additional Data" at the bottom of the two "Consolidated Quarterly Statements of Income" pages and the "Consolidated Statements of Income" page. The tax equivalent adjustment to net interest income recognizes the income tax savings when comparing taxable and tax-exempt assets and assumes a 35% tax rate. Management believes that it is a standard practice in the banking industry to present net interest margin and net interest income on a fully tax equivalent basis. Therefore, management believes these measures provide useful information to investors by allowing them to make peer comparisons. Management also uses these measures to make peer comparisons.

Below is a table showing "net interest income" calculated and presented in accordance with GAAP and the adjustments made to arrive at the non-GAAP financial measure "net interest income – tax equivalent." The table also shows "net interest margin" calculated and presented in accordance with GAAP and the method used to arrive at the non-GAAP financial measure "net interest margin (fully tax equivalent)."

	Three Months Ended										
	Mar. 31,		Dec. 31,		Sep. 30,		June 30,		Mar. 31.		
	2011		2010		2010		2010		2010		
			(Dol	llars in thou	usands)					
Net interest income	\$67,335		\$67,906		\$67,846		\$67,738		\$72,020		
Tax equivalent adjustment	238		220	20			212		212		
Net interest income - tax equivalent	\$67,573		\$68,126	26 \$68,06		\$67,950			\$72,232		
Average earning assets	5,772,224		5,792,624		5,867,311		6,000,760		5,971,305		
Net interest margin*	4.73	%	4.65	%	4.59	%	4.53	%	4.89	%	
Net interest margin (fully tax equivalent)*	4.75	%	4.67	%	4.60	%	4.54	%	4.91	%	

^{*} Margins are calculated using net interest income annualized divided by average earning assets.

The earnings press release also includes some non-GAAP ratios in the "Consolidated Financial Highlights" page. These ratios are: (1) Return on average tangible common shareholders' equity; (2) Ending tangible common equity as a percent of ending tangible assets; (3) Ending tangible common equity as a percent of risk-weighted assets; (4) Average tangible common equity as a percent of average tangible assets; and (5) Tangible book value per common share. The Ending tangible common equity as a percent of ending tangible assets and Average tangible common equity as a percent of average tangible assets are also shown in the "Regulatory Capital" section of the "Capital Adequacy" page in the earnings release. The following table provides a reconciliation of these ratios to GAAP. The company considers these critical metrics with which to analyze banks. The ratios have been included in the earnings press release to facilitate a better understanding of the company's capital structure and financial condition.

Average Preferred stock		Mar. 31, 2011		Thre Dec. 31, 2010 (Dollars in thous		sands, except pe		June 30, 2010		Mar. 31, 2010	
Less: Average Preferred stock 0 0 0 0 0 0 0 (47,521) Goodwill (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) (6,614) (7,058) Average tangible common equity (b) 638,015 639,592 626,243 612,617 573,168 Add back: Average preferred stock 0 0 0 0 47,521 Average tangible shareholders' equity (c) 638,015 639,592 626,243 612,617 620,689 Total shareholders' equity 707,964 697,394 690,931 681,556 667,759 Less: Preferred stock 0 0 0 0 0 0 0 0 0 Goodwill (51,820) (51,		\$17,207		\$14,300		\$15,579		\$17,774		\$9,733	
Average Preferred stock	Average total shareholders' equity	\$695,062		\$697,016		\$684,112		\$671,051		\$679,567	
Goodwill (51,820) (51,820	Less:										
Intangible assets	Average Preferred stock	0		0		0		0		(47,521)
Average tangible common equity (b) 638,015 639,592 626,243 612,617 573,168 Add back: Average preferred stock 0 0 0 0 0 47,521 Average tangible shareholders' equity (c) 638,015 639,592 626,243 612,617 620,689 Total shareholders' equity 707,964 697,394 690,931 681,556 667,759 Less: Preferred stock 0 0 0 0 0 0 Goodwill (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) Tangible common equity (d) 650,917 639,970 633,062 623,122 608,881 Add back: Preferred stock 0 0 0 0 0 0 Tangible shareholders' equity (e) 650,917 639,970 633,062 623,122 608,881 Total assets 6,314,481 6,250,225 6,154,500 6,583,635 6,548,896 Less: Goodwill (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) Intangible assets (5,227) (5,604) (6,049) (6,614) (7,058) Ending tangible assets (f) 6,257,434 6,192,801 6,096,631 6,525,201 6,490,018 Risk-weighted assets (g) 3,374,945 3,687,224 3,595,295 3,628,978 3,715,280 Total average assets 6,266,408 6,270,480 6,408,479 6,621,021 6,647,541 Less: Goodwill (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) Intangible assets (5,227) (5,604) (6,049) (6,614) (7,058) Total average assets (5,227) (5,604) (6,049) (6,614) (7,058)	Goodwill	(51,820)	(51,820)	(51,820)	(51,820)	(51,820)
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Average tangible shareholders' equity (c) 638,015 639,592 626,243 612,617 620,689 Total shareholders' equity 707,964 697,394 690,931 681,556 667,759 Less: Preferred stock 0 0 0 0 0 0 Goodwill (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) Intangible assets (5,227) (5,604) (6,049) (6,614) (7,058) Tangible common equity (d) 650,917 639,970 633,062 623,122 608,881 Add back: Preferred stock 0 0 0 0 0 Tangible shareholders' equity (e) 650,917 639,970 633,062 623,122 608,881 Total assets 6,314,481 6,250,225 6,154,500 6,583,635 6,548,896 Less: Goodwill (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) Intangible assets (5,227) (5,604) (6,049) (6,614) (7,058) Ending tangible assets (f) 6,257,434 6,192,801 6,096,631 6,525,201 6,490,018 Risk-weighted assets (g) 3,374,945 3,687,224 3,595,295 3,628,978 3,715,280 Total average assets 6,266,408 6,270,480 6,408,479 6,621,021 6,647,541 Less: Goodwill (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) Total average assets (5,227) (5,604) (6,049) (6,614) (7,058) Ending tangible assets (g) 3,374,945 3,687,224 3,595,295 3,628,978 3,715,280		0		0		0		0			
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Less: Preferred stock 0	Total shareholders' equity	707,964		697,394		690,931		681,556		667,759	
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Less: Goodwill (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) Intangible assets (5,227) (5,604) (6,049) (6,614) (7,058)	2	, ,		, ,		, ,		, ,		, ,	
Less: Goodwill (51,820) (51,820) (51,820) (51,820) (51,820) (51,820) Intangible assets (5,227) (5,604) (6,049) (6,614) (7,058)	Total average assets	6,266,408		6,270,480		6,408,479		6,621,021		6,647,541	
Intangible assets (5,227) (5,604) (6,049) (6,614) (7,058)	Less:	, ,				, ,					
Intangible assets (5,227) (5,604) (6,049) (6,614) (7,058)	Goodwill	(51,820)	(51,820)	(51,820)	(51,820)	(51,820)
	Intangible assets	,)	•)	, ,)	` ')	. ,)
Average taligible assets (II) 0,207,301 0,213,030 0,330,010 0,302,387 0,388,003	Average tangible assets (h)	6,209,361		6,213,056	Ĺ	6,350,610		6,562,587		6,588,663	

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Ending common shares outstanding										
(i)	58,286,890		58,064,977		58,057,934		58,062,655		57,833,969	
Ratios										
Return on average tangible common										
shareholders' equity (a)/(b)	10.94	%	8.87	%	9.87	%	11.64	%	6.89	%
Ending tangible common equity as a										
percent of:										
Ending tangible assets (d)/(f)	10.40	%	10.33	%	10.38	%	9.55	%	9.38	%
Risk-weighted assets (d)/(g)	19.29	%	17.36	%	17.61	%	17.17	%	16.39	%
Average tangible common equity as										
a percent										
of average tangible assets (b)/(h)	10.28	%	10.29	%	9.86	%	9.33	%	8.70	%
Tangible book value per common										
share (d)/(i)	\$11.17		\$11.02		\$10.90		\$10.73		\$10.53	
Ending tangible shareholders' equity										
to										
ending tangible assets (e)/(f)	10.40	%	10.33	%	10.38	%	9.55	%	9.38	%
Average tangible shareholders'										
equity to										
average tangible assets (c)/(h)	10.28	%	10.29	%	9.86	%	9.33	%	9.42	%

First Financial Bancorp also provided electronic presentation slides on its web site used in connection with the earnings conference call. A copy of the electronic presentation slides is included in this Report as Exhibit 99.2.

First Financial Bancorp. does not intend for this Item 2.02 or Exhibits 99.1 or 99.2 to be treated as "filed" for purposes of the Securities Exchange Act of 1934, as amended, or incorporated by reference into its filings under the Securities Act of 1933, as amended.

Item 9.01 Exhibits.

(d) Exhibits:

The following exhibits shall not be deemed to be "filed" for purposes of the Securities Act.

99.1First Financial Bancorp. Press Release dated April 27, 2011 – Furnished. 99.2First Financial Bancorp. April 28, 2011 Earnings Call slides – Furnished.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FIRST FINANCIAL BANCORP.

By: /s/ J. Franklin Hall

J. Franklin Hall

Executive Vice President and Chief Financial Officer

Date: April 28, 2011

Form 8-K First Financial Bancorp.

Exhibit Index

Exhibit No. Description

99.1 First Financial Bancorp. Press Release dated April 27, 2011.
 99.2 First Financial Bancorp. April 28, 2011 Earnings Call slides.